

## **BtobiInnovation proposes**

### **Outsourced services in Marketing and Business Development:**

- identify & qualify potential **customers** or **partners**, follow up the project by **phone** & e-mail
- identify & qualify **customers** or **partners** (licensing-in & -out) on **business convention** or a **trade show** or a **congress**
- evaluate a **new product** or a **service** on a trade show or a congress
- exhibit on trade show or congress to promote your products or services
- organize **scientific seminars** in public or private labs, or **webinars** & follow up
- evaluate with Google analytics: your **website architecture**, the **impact of marketing event**, your **country strategy**
- **E-mailing campaign** , **Social Media**

**Area : Pharma/Biotech/Life Sciences/Diagnostic/Cosmetic/Nutraceutic**

Mission could be few days for a specific biotech/pharma/neutraceutical/cosmetic event or on a regular base by phone & e-mail from a 1-5 days/week.

### ***Why outsourcing ?***

**You launch a new product or a service !**

**You want to take market shares in a country where you don't have yet customers !**

**You want to evaluate a new market or a new application !**

- Customize on focused external missions
- Add highly qualified human resources to your own staff
- Enrich your team with complementary experience
- Complement your own knowledge with external intelligence
- Assess your services and products within a highly competitive environment
- Reduce costs by using non-exclusive representation at commercial events
- Focus your own activity on deal making
- Accelerate your return on investment



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